What other business could survive if the didn't let customers choose. Could McDonalds say I must buy a coke with my burger? No I would go to Buger King. In that Cabel is the only allowed provider, satelite can just do as they do in a market that offers only two choices.

Look at the Airlines that are faced with low priced competetion that offers the customer a choice, their against the wall now that their is competition.

Let me buy what I want!